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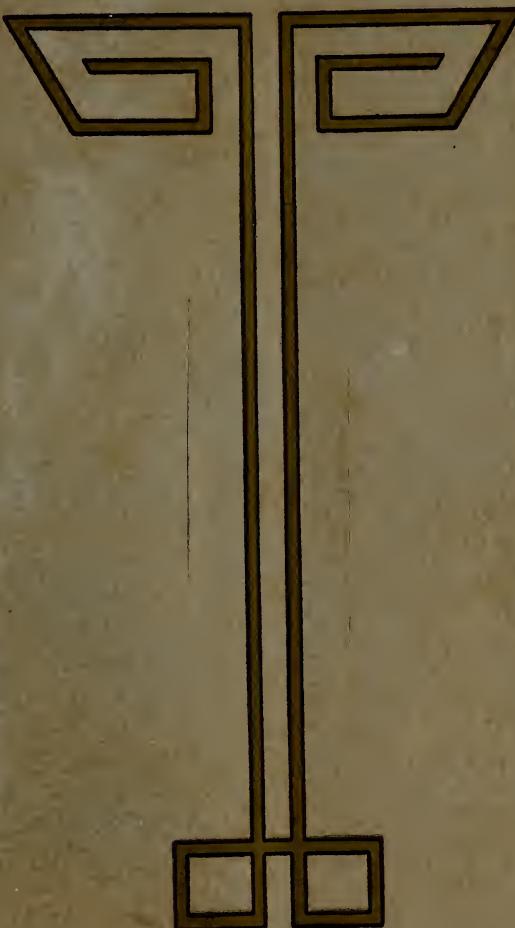


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MILLVILLE

NEW JERSEY



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The Falls at Union Lake

MILLVILLE

NEW JERSEY

THE INDUSTRIAL CENTER OF
SOUTHERN JERSEY



PUBLISHED BY
THE MILLVILLE MUNICIPAL LEAGUE
1915

P R E F A C E



THE purpose of this book is to tell by word and picture the story of Millville, and of the almost ideal advantages it offers for the home seeker and for the establishment of industrial enterprises. The healthful, temperate climate, the beauty of the country, its natural resources, and the close proximity to the Atlantic seaboard make Millville an exceptionally attractive place in which to live.

In the pages that follow we extend a message of welcome.

DEDICATION

This volume is respectfully dedicated to the general public, and the sincere appreciation of the members of the Millville Municipal League are hereby extended to all individuals, firms and corporations who contributed or in any way aided in the work.

INTRODUCTION



FOR a small community to grow and develop into a wide awake, progressive little city, respected by its bigger brothers and loved by its inhabitants, it must have not only natural beauty, healthful climate, advantageous location and abundant resources, but must reflect ideals—the ideals of the people who live and work within its confines. These ideals—social, political, and industrial—mold its future and determine its progress.

Moved by a spirit of progressiveness Millville is constantly working toward a civic ideal second to none.

The gates of the city swing open with hospitable welcome alike to wage earner, merchant, and captain of industry. Its natural resources are worth exploiting far and near. Indeed, no community has greater reason for being satisfied with what God has given it. Nowhere is there greater inducement for a man to labor and enjoy the fruits thereof.

Peace, progress and prosperity are its guide words and those of its people. You are invited to come, to add your ideals to theirs, and to build a successful lifework for yourself and those you love. In the following pages a little of the story has been told—not all; neither pen nor camera can tell or picture all the worth-while things of Millville and of the home-loving, happy men and women who live here.

MILLVILLE, N. J.



SITUATED on the main line of the West Jersey and Seashore Railroad, Millville, Cumberland county, enjoys an excellent location. It is near the markets of Philadelphia and New York, Atlantic City, Ocean City and other seaside resorts. For those with business in Philadelphia, accommodation is afforded by an hourly electric train service.

The Pennsylvania Railroad furnishes excellent freight facilities to markets of the world. In addition to this, Millville is located on the navigable Maurice River. This stream, besides affording a pathway to Delaware Bay, where are found the luscious and nutritious Maurice River cove oysters, also serves as a medium over which thousands of tons of freight pass each week.

Millville is quite different from many cities of the country which suffer from the presence of idlers and unemployed. Its glass factories, employing about 2500 people; its cotton mills and bleachery, employing over 1400, and its extensive sewing factories provide employment for all desiring work. This may be of interest to you if looking for a home where steady employment is furnished year in and year out by old-established companies.

Farming, also poultry raising, in the vicinity of Millville has a bright future. Much of the soil is light, adapted to the growing of fruits and vegetables. There is heavier land along each side of Maurice River which is as fertile as any in the state. Good soil at a reasonable price is an important factor in the development of outlying districts.

To anybody seeking employment while farming or poultry raising, Millville offers exceptional advantages, since the farmer and his family can often find employment in the factories during the winter months if they desire.

The population is permanent and not drifting. The people of the city are very largely owners of their own homes, many of which were acquired by using one of the four large building and loan associations whose combined resources total over \$1,000,000. One of the advantages of Millville as a residential section is beautiful Union Lake, whose shores are fast being built up with summer bungalows. In the waters of this lake are found large and small-mouth black bass, pike, crappie and various other species of fish to delight the angler's heart. Occupying a long stretch of the eastern shore is Union Lake Park, which is situated about a mile from the city and is connected therewith by a trolley line. This is one of the most complete parks in South Jersey, and furnishes entertainment and amusement to the residents of the city as well as to thousands of visitors.

The installation of an entirely new electric lighting system, after modern plans, recently adopted, will make Millville one of the best lighted cities to be found anywhere.

The larger portion of the city has an adequate sewer system, the sewage being treated in a disposal plant.

The main business thoroughfares are paved with vitrified brick and cement, and paved sidewalks extend over almost the entire city.



1—Main Street, Looking West

3—The Millville Social and Athletic Association

2—High Street, Looking North

GOVERNMENT



ILLVILLE has a commission form of government, its affairs being administered by five Commissioners elected by the people direct. Each department of the city government is under the control of one of the Commissioners, who is directly responsible for the conduct of that department. The salaries paid the Commissioners are \$1200 each, with the exception of the Mayor, who receives \$1500 per annum. The other city officials are a Treasurer, Solicitor, Clerk, Engineer and Delinquent Tax Collector. A police force of a marshall and patrolmen maintain order, and safety from fire is looked after by a volunteer and paid fire company of exceptional ability, the apparatus consisting of a motor fire truck, two hose carts and a hook and ladder truck.

PUBLIC UTILITIES



ILLVILLE has an abundant supply of pure water furnished by two water companies; the Millville Water Company drawing its supply from Union Lake, one of the largest artificial bodies of fresh water in the United States, and the People's Water Company, which pumps its supply from artesian wells. The water rates are exceedingly low.

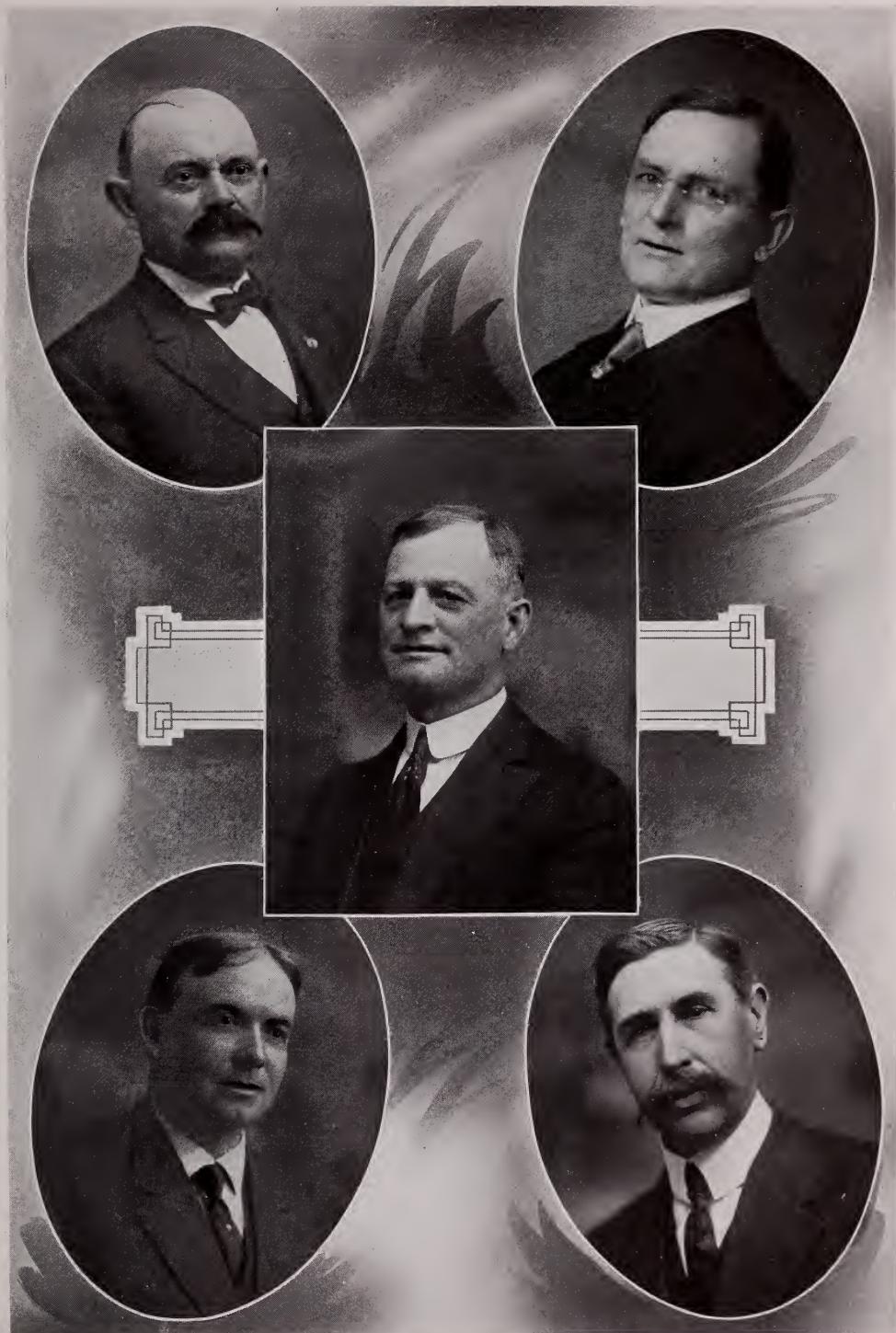
Gas for illuminating, domestic and commercial purposes is furnished by the Millville Gas Light Company, whose mains not only cover the entire city, but extend into all the surrounding villages, hamlets and country for miles, affording the farmer, as well as the city dweller, the convenience of gas for both lighting and cooking.

Electric current for street and private lighting, as well as power purposes, is supplied by the Millville Electric Light Company. Small industries seeking a location where electric power can be obtained will find that very advantageous arrangements can be made with this Company.

In addition to the splendid railroad service which Millville enjoys over the lines of the West Jersey and Seashore Railroad, the city also has excellent trolley connections with the surrounding country.

The Millville Traction Company lines maintain a local service and extend to Vineland, six miles distant, with half-hourly service. This line has done much to build up the country between the two towns, which is now thickly dotted with comfortable suburban homes and prosperous small farms. An express service between Millville and Vineland is also conducted by this company. This greatly facilitates the moving of light freight.

The Bridgeton & Millville Traction Company connects Millville with Bridgeton, the county seat, and a branch line extends to Port Norris, the center of the oyster industry. The service between Millville and Bridgeton is hourly and a freight service between the two cities is also maintained.



WALTER S. KATES
COMMISSIONER OF HIGHWAY

W. FRED. WARE
COMMISSIONER OF PUBLIC PROPERTY

HARRY GEIG, MAYOR

THOMAS WHITAKER
COMMISSIONER OF FINANCE
ROLAND B. CORSON
COMMISSIONER OF SAFETY

THE SCHOOLS OF MILLVILLE



THE public schools of Millville consist of a high school which is now accommodating 240 students and of seven grade buildings, accommodating over 2100 pupils. The high school building is a two-story brick and stone structure, centrally located. It contains eight class rooms, two laboratories, one large assembly hall, two offices and a library. Culver, the largest grade building, completed in 1912, is thoroughly modern in every respect. Its sixteen class rooms furnish accommodation for more than 700 children living in the central part of the city. Culver has the largest school auditorium in South Jersey. This auditorium is used to promote the social life of the school. In the western part of the city a splendid eight-room building is just completed. The remaining five buildings are four or six-room structures, situated in the different sections of the city. An eighteen-room building to take care of the rapidly increasing school population of our city is being constructed. In addition to the public schools a parochial school is maintained by St. Mary Magdalen Roman Catholic Church.

Each school building in Millville has a splendid playground, sufficient in size to permit the active play of all students, and several of them are large enough to admit of school gardens in addition. Five of the grounds are equipped with apparatus which was secured and erected by teachers and pupils. When one considers how important it is that school centers should have large and well-equipped playgrounds, it is seen what a great advantage Millville schools have. Athletics are encouraged and under the supervision of the faculty the students are well advanced in all branches of out-door sports.

The High School offers three lines of work, the classical, the modern language and the commercial. Students graduating from the first two courses are eligible to enter college and normal schools without examinations; those graduating from the commercial division are ready to enter regular business positions in bookkeeping and stenography. In the elementary grades, in addition to the regular subjects, industrial and fine arts, domestic art and manual training are taught. Each of these departments is in charge of a specialist in the given line. Industrial art and fine art provides the necessary "inspirational" and æsthetic training for all pupils. The work in domestic art centers about the problem of cooking and sewing as related to home needs. The work of the manual training department is also very practical in nature, its largest piece of work being the making of the fixed equipment of the playgrounds. Departmental work is conducted in the seventh and eighth grades.

The general public is behind every move to enhance the value of the schools of the city. It would be difficult to find a city where there is such a marked degree of wide-awake school spirit as there is in Millville. This spirit is responsible to no small degree for the rapid advancement that the schools are making. This public interest has placed for itself a definite mark to which to work—that Millville schools shall be equal to the best in New Jersey.



The High School



New Culver Grammar School

RELIGIOUS DENOMINATIONS



HE city of Millville is especially well provided with churches of the leading religious denominations, and among the houses of worship may be mentioned the First, Second, Fourth and Trinity Methodist Episcopal churches, the First Presbyterian, First Baptist, North Baptist, St. Paul's Lutheran, Christ's Protestant Episcopal, First Methodist Protestant, St. Mary Magdalene Roman Catholic, African Methodist Episcopal, Congregational and the Millville Hebrew Association.

WOMEN'S ORGANIZATIONS

Every city has its women's organizations. The women of Millville have available for their choice the various national lodges which have been organized for and by women exclusively. There are the associate lodges and the church organizations of benevolence and charity and the temperance organizations of the W. C. T. U., of which there are two.

In educational problems there is the Teachers' Club, also the School League, composed of those women who are making a personal matter of seeing that the children of Millville secure the best, and giving their interest and aid to further the results to be obtained from the direction of an efficient Board of Education and School Faculty.

There is a Woman's Club with a large membership. This club has three departments, civic, literary and educational, each with its separate sphere, but working jointly to make the club profitable as an educational and social factor to themselves and to the city.

The Union Lake Canoe Club has its auxiliary. These women have done much to add to the attractiveness of this beauty spot and provide for the interior furnishings.

Every city has need for charity; Millville for, perhaps, as small an amount as any city of its size in the country, but to meet this requirement it has in the Millville Organized Charity Association a most efficient working body officered and directed entirely by women, which has done much to aid the worthy poor, and whose chief aim is to help people to help themselves through employment, rather than by indiscriminate alms.

The Millville Hospital has a most efficient and effective Woman's Auxiliary. Through their aid the hospital has been provided with an abundance of the kind of donations which are essentially woman's work. The interest and labor of these women have materially helped in making this hospital one of the most cosy and comfortable of institutions. Few cities the size of Millville can give their women credit for more than has been done by the women of Millville. This civic pride is essentially what you will wish to find in your home should you contemplate a change.



1—Second Street, Showing Methodist Episcopal Church, Presbyterian Church, High School, City Hall, First Baptist Church
2—Millville Public Library

3—First Presbyterian Church

POSTAL FACILITIES



UCH might be said relative to the excellent and efficient postal facilities in Millville. The outlying districts are thoroughly covered by rural free delivery service, which gives delivery each day whereby those residing on farms may have the advantages of receiving and sending mail matter without the necessity of leaving their work and going to the post office for stamps, money orders, registry business, and the various advantages to be had from the parcel post system. The local post office is also a postal savings depository.

The government has purchased a site for a new federal building on the northwest corner of High and Mulberry streets, and at an early date it is expected that a federal building of some 6000 square feet ground space will be erected, which will be a credit to the city, as well as increasing the efficiency of service to the public.



One of Our Fire Companies

FRATERNAL ORGANIZATIONS



ILLVILLE holds no mean place on the list of secret societies, social, fraternal and beneficial organizations, and among the most prominent lodges and societies are: Shekinah Lodge No. 58, F. & A. M.; Richmond Chapter No. 22, R. A. M.; Olivet Commandery No. 10, K. T.; Miriam Lodge, Masonic Ladies; Millville Lodge No. 47, I. O. O. F.; Millville Castle No. 2, K. G. E.; Fidelity and Fame Councils, Jr. O. U. A. M.; Millville Lodge No. 580, B. P. O. E.; Ivanhoe Lodge, K. of P.; Manumuskin and Tuscola Tribes, I. O. R. M.; Court Cumberland, Foresters of America; Washington Camp, P. O. S. of A.; Irene Castle, A. O. K. of M. C.; Thomas Sharp Post, G. A. R., and Auxiliary Woman's Relief Corps; Millville Aerie, F. O. E.; Royal Lodge, I. O. M.; Mary J. Hunt Council, D. of L.; Manumuskin Tent, D. of F.; Omena Council, J. O. R. M.; Resolute Council, O. U. A. M.; Security Lodge, A. O. U. W.; Ancient Order of Hibernians; Degree of Pocahontas; Shepherds of Bethlehem; Catholic Benevolent Legion; Knights of Columbus; Loyal Order of Moose; Millville Social and Athletic Association; Union Lake Canoe Club; Hospital Association; and numerous trade unions and organizations.

HOSPITAL



THE Millville Hospital, a thoroughly modern institution, was erected entirely by the generosity of the citizens and friends of our city. The nucleus for this fund, \$10,000, was donated by Mr. Henry A. Dix, a former resident, to whom the city will always owe a debt of gratitude. Very few institutions have received donations from as great a percentage of the citizens of a community as in this case. Subscriptions and donations came from practically every home in this section, providing one of the nicest of hospitals for our people. It gives to the sick of this locality the benefits of a modern institution, erected for and devoted to their care, and to the medical profession the advantage of equipment and facilities that are so important and necessary in the care of their patients.

Patients are invigorated by the delightful air from the river and lake and have the benefit of the finest truck and poultry to augment the products of the hospital's own garden.

The location is ideal, being on the outskirts of the city, easily accessible by state road, trolley and the W. J. & S. R. R.



The Millville Hospital

The Hospital was opened in January, 1915, and is managed by twenty-two directors, who give their time without financial compensation. Under their direction and by the help of the people the first year is being completed with the institution free of indebtedness.

The poor are aided by help from the county and city.

BANKING INSTITUTIONS



ILLVILLE is amply provided with banks to care for the financial needs of the city and surrounding country. There are two national banks; the Millville National, organized 1857, and the Mechanics National, organized 1899, and one trust company, the Millville Trust Company, organized 1909. These institutions are conservatively and well managed, but extend every aid to business and industry within the limits of sound banking.

No better evidence of the steady and substantial growth of the city is furnished than by a comparison of the resources of these institutions. In 1900 the total resources were approximately \$1,085,000; in 1905, \$1,292,000; in 1910, \$2,200,000; and in 1915, \$2,700,000. The officers of these institutions are:

MILLVILLE NATIONAL—President, George B. Worstall; Vice President, Samuel Berry; Cashier, Levi Hindley; Assistant Cashier, Sheppard Hogan.

MECHANICS NATIONAL—President, E. Lee Langley; Vice Presidents, Peter C. Cosier, Frank M. Souder; Acting Vice President, Alexander McCorristin; Cashier, Joseph E. Henry.

MILLVILLE TRUST COMPANY—President, B. B. Weatherby; Vice Presidents, E. B. Goodwin, Elmer E. Davis; Treasurer, Henry A. Weatherby; Secretary, Wilbert Goodwin.

BUILDING AND LOAN ASSOCIATIONS

Millville is pre-eminently a city of home owners. A large majority of the residents own their own homes, many of which have been acquired through the building and loan associations, of which the city is justly proud, and of which there are four, the Hope, Columbian, Security and Institute, with combined resources of approximately \$1,083,000. These associations have been successfully conducted for many years, investments being made in first mortgages only. The management has been economical and conservative; much of the development of the city being due to their aid.

MILLVILLE POULTRY ASSOCIATION

Soil and climatic conditions in and around Millville being excellent for poultry raising, a thriving industry has been built up, the interests of which are looked after by an active association of which Harry J. Gardner is President; Harry Tuthill, Vice President; Harry Shaw, Secretary, and George S. Boyard, Treasurer. The association has a live membership that is working energetically to develop the poultry industry in this section.

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PANORAMIC VIEW OF MILLVILLE AND UNION LAKE



ONE MILE WATER FRONT, MILLVILLE, N.J.

THE GLASS INDUSTRIES



GASSWARE, the oldest product of manufacture in the history of mankind, has played a very important part in the growth and development of Millville. When this industry had its beginning here, about 100 years ago, cord wood was used for melting the glass as well as annealing the ware and the extensive forests of oak and pine timber, found in this locality, together with the deposits of a superior quality of glass sand and clay—the latter suitable for furnace construction—and the location along the navigable waters of the Maurice River, were natural resources that played no small part in the successful development of glass manufacturing in this section.

One of the most interesting features of the industrial growth of the nation has been the development of the glass industry in our midst. Back in 1814 Gideon Scull, realizing the possibilities, built the first glass furnace for the making of window glass, on the east bank of the river, at the present location of Whitall Tatum Company's upper works. This district was known as "Glasstown" and is referred to by that name to this day. In 1818 the plant was converted into a bottle factory. The business was sold in 1835 to Scattergood, Haverstick & Company, who operated it successfully until 1845, when it was purchased by two brothers, John Mickle Whitall and Israel Franklin Whitall, the former being the grandfather of John M. Whitall, the present treasurer of Whitall Tatum Company. In 1857 Edward Tatum became a member of the firm, the title being Whitall Tatum & Company. The firm retained this name until 1901, when it was incorporated under the name of Whitall Tatum Company.

In 1832 two Germans by the name of Frederick and Philip Schetter built two furnaces in South Millville for the manufacturing of window glass and that section of the town was known as Schetterville. In 1844 the plant was sold to Lewis Mulford—who also founded the Millville National Bank. It was operated by Mr. Mulford until 1854, when it was sold to Whitall Brothers, who converted it into a hollow ware factory for the manufacturing of flint glassware and is today the mammoth plant of Whitall Tatum Company, known as South Millville Works.

The successful development of this business is largely due to the excellent quality of the ware produced and the energetic men who have acted as executive heads of the plants during their growth, a list of which, in the order of their incumbency, follows: William Scattergood, I. T. Whitall, Edward Tatum, Henry Lawrence, Robert P. Smith, John Mickle, Bond V. Thomas and George S. Bacon. The last named has been general manager of both works since 1897. Mr. Bacon's extensive knowledge of the glass business has given him a nation-wide reputation in the trade.

The T. C. Wheaton Company built their first glass furnace in the spring of 1888; it was of six-pot capacity for the manufacturing of wooden mold ware and glass tubing; the latter product was used in making homeopathic vials by lamp workers, of which they employed from thirty to forty hands. In 1894 this furnace was converted into a six-ring continuous tank. The plant was again greatly increased in 1896 by the erection of a twelve-pot flint-glass furnace. The covered

pots used in this furnace are the largest made and record productions of ware are made each season. The firm was incorporated in 1901.

The Millville Bottle Works was organized in 1904 by James E. Mitchell and W. Scott Wheaton. This firm built an eleven-pot furnace along the W. J. & S. R. R., at Seventh and Main streets, and in a few years had so increased their business that it was necessary to enlarge their plant by the erection of a six-ring continuous tank.

The International Glass Company is another important plant. They confine themselves to the production of tube glass, from which vials, thermo bottles and laboratory instruments are made. As this booklet is going to press they are doubling their capacity by the erection of a large furnace that will be ready for operation within a few weeks.

Through the efforts of the Municipal League the Caloris Company was induced to locate in our city. They have built a large and perfectly-equipped plant for the manufacture of the Caloris Vacuum Bottle as well as appliances for laboratory and experimental purposes.



A Glass Tubing Plant

The Lamp-room Works of William Tweed and the Commercial Flint Glass Works are both thriving industries that produce an excellent grade of ware in their line.

Millville is truly a glass center. The quality of our ware is equalled by few and surpassed by no other glass works in the western hemisphere. For variety of ware produced Millville has not a rival. Our container vessels cover the wants of the drug, chemical, perfumery and bottling trade, from one-eighth dram to thirteen-gallon capacity, as well as meeting the requirements of hospitals, scientists, laboratories and household uses.



A Glass Bottle Plant

The total yearly production exceeds 1,000,000 gross, which, with the glass tubing included, totals approximately 45,000,000 pounds.

Over 50,000 tons of coal is consumed each year and nearly this quantity of other raw materials. Over 2500 hands are employed in the operation of our glass plants. Kinds of ware produced: Prescription ware, stoppered bottles, screw-cap jars, tooth-powder and tooth-wash bottles, ointment pots, perfumers' ware, pharmacy shelfware, candy jars, show jars, fish aquariums, hospital ware, syringes, breast pumps, sterilizers, clinical thermometers, funnels, hydrometer jars, pipettes, atomizers, graduates, graduated flasks, homeopathic vials, vacuum bottles, laboratory ware, mortars, prescription panels and packers in green and amber, water bottles and carboys, in fact everything in the



line of glass vessels and instruments can be had from some, if not all, the progressive glass firms in Millville.

List of firms, their officers and salesrooms, etc.:

WHITALL TATUM Co.; officers, C. A. Tatum, president; J. W. Nicholson, vice president; H. V. Brumley, secretary; J. M. Whitall, treasurer; G. S. Bacon, general manager. Salesrooms located at New York City, Philadelphia, Boston, Chicago, San Francisco, Sydney, N. S. W.

T. C. WHEATON Co.; officers, Dr. T. C. Wheaton, president; Wm. A. Horton, secretary; Frank H. Wheaton, treasurer. Salesroom located at 132 Nassau St., New York City.

MILLVILLE BOTTLE WORKS; officers, W. S. Wheaton, president; J. E. Mitchell, secretary and treasurer. Salesroom located at 1412 N. Seventeenth St., Philadelphia.

INTERNATIONAL GLASS Co.; officers, Jos. Shoemaker, president; R. C. Ware, secretary and treasurer. Salesroom located at Millville, N. J.

CALORIS Co.; officers, S. W. Heaton, president; S. Bechin, secretary; R. C. Ware, treasurer. Salesrooms located at New York City, Chicago, San Francisco, Seattle.

COMMERCIAL FLINT GLASS; Howard Breedon, Owner. Salesroom located at 116 Sassafras St., Millville, N. J.

GLOBE GRADUATE Co.; Wm. Tweed, Owner. N. Second St.

The manufacture of glass tubing has greatly increased in volume within the last few years. One plant which devotes its entire operations to the making of this class of ware has doubled its capacity in the last year. The drawing of glass tubing requires the most skilled mechanics as the blower has no molds or instruments to aid him in making the tubes perfectly straight and of the required thickness. In size, the tubing varies from 1/32 of an inch to 5 inches in diameter. Solid glass rods are made by the same process and are used by chemists for stirring rods, and for making towel racks and other novelties.



Another Glass Bottle Plant

COTTON MILL AND BLEACHERY



HIS mill was built in 1856, on the banks of the Maurice River, by Richard D. Wood. In those days water furnished most of the power for the plant, but now steam power is used almost exclusively. The mill furnishes employment for about 500 people, with an average wage of about nine dollars weekly. The plant is entirely modern in its equipment and the newest methods known to cotton industry are used throughout.

The plant manufactures yarns and cloth. The yarn is sold to other mills. It is of very good quality and there is a large demand for Millville mill yarn. The cloths made in this mill are plains, three and four leaf twills, pocketings, towellings and diaper cloth. The daily product

amounts to about 54,000 yards of cloth, representing about 24,602,400 yards of yarn and 10,800 pounds of cotton.

The Bleachery employs over 500 hands, the average wage being somewhat above \$10.00 per week.

The output of the Bleachery department consists

of various grades of cotton piece goods, including cambrics, silesias, prints, percalines, wash goods, satines, pocketings, buntins, long cloths, gauze cloths, diaper cloths, pongees, napkins, crashes and towels. This department has long been known as "The Manantico Bleachery" and the name "Tico Silk" is widely known to the trade as a high-grade substitute for silk. Red Star diapers and Glasgow linen, both original products of this plant, are household words in all parts of the country. This firm has a reputation for fast black dyeing that is unexcelled.

The main office of the sales department is in Philadelphia, with branch offices in New York, Boston, Chicago and St. Louis, and goods are shipped to wholesale houses and jobbers from the Atlantic to the Pacific. The company also has a good export trade with Cuba, Porto Rico and the Philippine and Hawaiian islands, and during the past year several carloads have been shipped to Constantinople.

Total output of the bleachery of the Millville Manufacturing Company totaled 73,776,026 $\frac{3}{4}$ yards in the year 1913 (or 241,889 yards per day). If put in one continuous piece it would be 41,918 miles long and would take a man over forty-three days to go from one end to the other, traveling at the rate of forty miles an hour.

The total amount of goods would weigh approximately 14,755,205 pounds, or a good load for 4919 horses, allowing a ton and a half to each horse.



Clean Industries for Happy Toilers

The officers of the Company are: George Wood, president; R. D. Wood, vice president; R. M. Williams, treasurer, and Grahame Wood, secretary.

John R. Radcliffe is superintendent of the Bleachery and George M. Thorpe of the Cotton Mill. D. C. Lewis is the agent in charge of the Company's interests in Millville.

SEWING FACTORIES

The sewing factories furnish clean and pleasant employment to about 250 women and girls; women's street and house dresses and nurse uniforms are the principal articles made; the superiority in workmanship of Millville-made garments has given them a national reputation. The firms in the business are:

HENRY A. DIX & SONS CO. Office located at 116 W. Fourteenth St., New York City.

THE FELMEY-WHITAKER CO. Office located at 200 Fifth Ave., New York City.

SELMORE MANUFACTURING CO.

A. SEITZICK.

KNITTING MILL

The William F. Taubel Co., Inc., have recently located a branch of their business in Millville and will furnish clean and steady employment to a large number of women and girls desiring work in this line of manufacture.

FLOUR AND GRAIN INDUSTRY

No account of the business of Millville would be complete without including the old-established milling property for years conducted by George B. Langley & Company, and which was purchased by the Millville Flour and Grain Company. The plant is thoroughly up to date, including in equipment roller process flouring mills with a capacity of 100 barrels of flour per day and feed mills capable of grinding 500 bushels in the same length of time. The company is incorporated under the laws of the state and its officers are: George Wood, president; George Thomas, secretary, and D. C. Lewis, treasurer.

T. C. Souder & Son's mill is fully equipped for grinding all kinds of straight and mixed feeds and whole grains may be secured in any quantity desired.

Other industries are: James E. Smith & Sons, manufacturing carpets and rugs; Frank Guiffra, manufacturing confectionery; Millville Basket Co., baskets and hampers; Harvey DeHart, ice cream manufacturer; Whitaker Brothers, ice manufacturers.

SAND INDUSTRY



AND mining is a very extensive industry. The variety of sands and gravels that are secured from the quarries in this section are used by steel and iron foundries, glass manufactories, motor car plants, locomotive and car builders and allied industries. This industry employs about 300 hands. The mining is done with the latest improved machinery and the sand is shipped by water and rail to all sections. The combined output of the firms in this industry totals over a half-million tons yearly.

The quality of the molding sand from this section is said to be superior to any on the market. The greater part of this product is shipped by water to all the large manufacturing cities in the East.

Our glass sand is of superior quality and finds a ready market among the glass factories of Eastern Pennsylvania, New Jersey, New York, and through New England. It is also used as core sand in iron, steel and radiator foundries.

Our extensive glass plants use large quantities of this sand and some of the firms carry on their own mining operations. The sand is mined, washed and dried by improved machinery and carried to the cars for shipment by endless belt equipment.

Silica pebbles are a product of quite recent discovery and bid fair to revolutionize the method of smoothing rough castings in iron and



Sand Mining

steel foundries. These sands, which grade in size from a number ten shot to a green pea, are forced under tremendous blast pressure on the rough casting and prove far more effective in cleaning castings than the hand method in which wire brushes were used, aside from the economy in the labor item.

The pebbles smaller than those used for sand blasting purposes are prepared for filtration plants. The water supply of Philadelphia, Baltimore and many other cities of the East is filtered through sand from Millville's quarries.

The larger pebbles and river gravel have been approved by the United States Government Engineers and the American Society of Mechanical Engineers as superior to broken stone, in concrete construction, by reason of their high compressive strength when used with sharp Jersey sand.

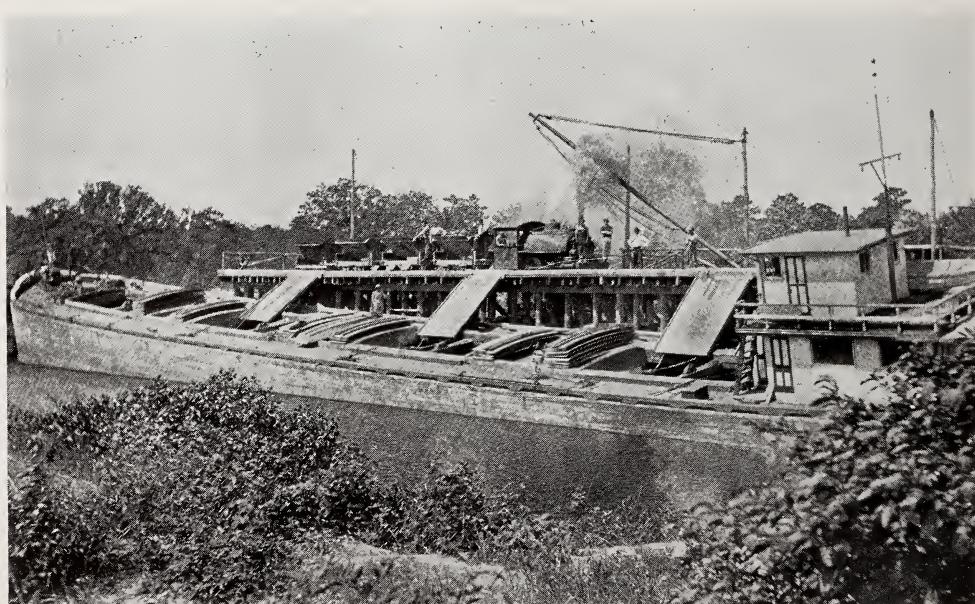
The firms engaged in the sand mining industry are:

PETTINOS BROTHERS, George S. and Charles Pettinos. The main and selling offices of the company are Bethlehem, Pa.; 1536 Callowhill Street, Philadelphia, and 30 Church Street, New York City.

J. W. PAXON COMPANY, 1021 North Delaware Avenue, Philadelphia. H. M. Bouger, President; Howard Evans, Secretary; S. B. Platt, Treasurer.

CRYSTAL SAND COMPANY, Bridgeton, N. J. Richard M. Moore, President; H. S. Garrison, Secretary; Robert Moore, Treasurer.

MANANTICO SAND AND GRAVEL COMPANY, 2514 Aspen Street, Philadelphia. S. M. Neff, President, Hugh Haddon, Jr., Secretary and Treasurer.



Shipping Sand

WOOD MANSION



HIS represents the garden back of the old Wood mansion. About one-half acre being devoted to the raising of vegetables, strawberries, currants and gooseberries; strawberries have produced at the rate of thirty quarts per square rod and that, too, being the sixth year of growing strawberries upon the same plot of ground. Sweet potatoes, in rows of three feet apart and thirty-three feet long, produced three five-eighths baskets each. Of Early Rose potatoes two baskets were produced to the row. Good crops of lima beans, cabbage, tomatoes, beets, carrots, onions and string beans are raised yearly. Anyone can have good gardens in Millville by proper care.



Old Manor House and Garden



An Inviting Residential Section

SCENERY AND ATTRACTIONS



ILLVILLE, situated in sunny South Jersey, whose level roads are the delight of the automobilists, and smooth-flowing streams the ideal of lovers of the water, is not without attraction to the eye. Come with me for a ride. We will send the canoes by railroad to a station, or, if you prefer, make up a party and take them by truck.

At Iona we will enter the Maurice River and paddling and drifting watch its growth in size and beauty as it approaches the great Union Lake, at one time the largest body of artificial water in the world; which furnishes its tremendous energy for the wheels of industry.

Space here will keep you from enjoying this trip; the pleasure magazines have detailed it for you, but could not do justice to the en-



A Summer Colony View from Union Lake Park

chantment of the running water, the beauty spots where stops are made for lunch to satisfy the craving appetite that comes from a day in God's great out-of-doors where one loses all thoughts of work or worry and gets close to nature.

The disciples of Izaak Walton will have a time of it from the moment the canoes are wet; first pike, then pike and bass (large and small mouth), with a consuming curiosity to know if there might be a trout, for thousands of "Rainbow" trout have been liberated in Union Lake within the last two years. Crappie (calico bass), perch, or the less



1—Approaching Sherman Avenue Bridge

3—A Day's Catch

4—Lunching at the Oaks

2—The Head of Union Lake

5—Camping at Maurice River

pretentious sunfish and catfish abound in these waters and furnish delight for anglers during all the fishing seasons.

On the shores of Union Lake is the Union Lake Park, with its diversity of amusements. The Canoe Club, the Country Club and the "Summer Colony" in their cozy little cottages, overlooking the beautiful lake, enjoy the cooling breezes and some of the most beautiful sunsets imaginable. Below the dam that holds back the waters, the Maurice



Union Lake Canoe Club House

River is navigable. In these waters are the usual river fish, but the world renowned Delaware Bay shad also come each spring as do the gamy rock fish, which conjures the fisherman from his usual duties and absorbs his whole attention.

Many motor boats ply the river with festive parties, some of whom go down the river to the oyster wharves for delicious Maurice River cove oysters, or go out in the bay to one of the greatest fishing grounds north of Florida. The Delaware Bay off Fortescue (fourteen miles to Fortescue via auto) abounds in a great variety of the finny tribe—parties frequently bring in over one hundred weak fish, while as many croakers are often landed. Almost daily in season someone brings in a fifty or sixty-pound drum, while another tells of the wonders of the deep and how his fishing tackle was broken.

The game in the fields and woods is getting more plentiful, due to a restocking and to improved game laws; quail and rabbit are to be found, while pheasants, 'possum, coon and fox are each pursued by those who own trained dogs.

It will surprise many to know that over fifty wild deer are killed in the deer woods each year. These woods are readily reached by train or auto and furnish another excellent excuse for a day in the open which is well worth while, even if the game escapes.

Then we return to our homes renewed, refreshed and with new vim and vigor to pursue our daily tasks.

An Eight-pound Rock from Maurice River





1—A Day's Catch in the Maurice River Cove
3—From the Deer Woods, below Millville

2—Oyster Merchant



This page displays some of our many attractive bungalow homes with sufficient ground to give plenty of fresh air and ample space for a garden or chicken yard. The workman of moderate means secures his own home at an expenditure of \$1000 to \$2000.

THE NEW JERSEY TRAINING SCHOOL



HEN S. Olin Garrison, out of the kindness and fulness of his sympathetic heart, took care of a few unfortunate children, little did anyone think that his "home" would grow to such proportions that it would leave the city and seek what was then an available country site five miles north of our city limits and one mile east of Vineland.

This institution is a model—its buildings, its methods of instruction and care of each charge, its poultry plant, its garden, its farm, and its dairy are all models and used by the State and Federal Government for instruction.

For more than a quarter of a century The Training School at Vineland has carried on the noble work of giving to the feeble-minded a little understanding and appreciation of life, and a great deal of happiness. It is devoted solely to the interests of those whose minds have not developed normally, providing true education and training to boys and girls of backward minds, and teaching them what they should know and do to become happy men and women.

This institution is unique in that it is limited neither by state control nor by private ownership for gain. Its educational work with the Summer School for teachers, its research investigations, and its Extension are known from coast to coast. The work that is being carried on, and the actual results that are being attained, are worthy of the greatest recognition and commendation.

Most of us know something of feeble-mindedness to-day. We are frequently reading in the newspapers and current magazines references to the mentally defective. The abundance of accurate and scientific knowledge regarding this class emphasizes the crying need for solving the problem of providing for such unfortunates.

Some years ago the feeble-minded were supposed to be few in number and unimportant members of the

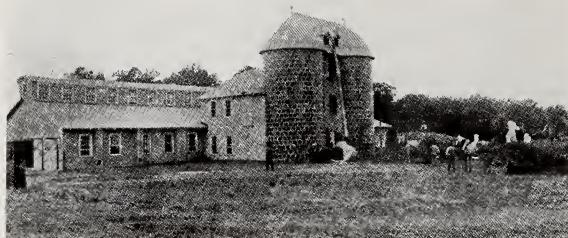


The Residence of the Late S. Olin Garrison, Second Street, Millville, where the New Jersey Training School had its origin

community. The idiots, and the most marked cases of imbecility alone were recognized. The less determinable cases, now known as Morons, were supposed to be normal, but slow or dull. Now, the courts testing juvenile delinquents find many of them to be Morons. In fact the reformatory institutions find from thirty per cent. to sixty per cent. of their inmates of this character.

When it is realized that the feeble-minded are such an important part of our population numerically and that they affect the mental and moral life of the community, we see the seriousness of the condition, and the need for solving an unusually vital problem.

We recognize the idiots as of the helpless and hopeless group. The imbeciles we know can be given helpful training. The Moron is the type who looks and acts so nearly like normal that even the expert frequently hesitates to say he is defective. We find a large percentage of the sex offenders and the paupers of this type. Such an individual doesn't seem to be able to take his place in the world and succeed, and when we study his family antecedents we find that he usually comes from a long line of failures.



Silo and Dairy Farm—New Jersey Training School

Research discloses the interesting fact that in about sixty-five per cent. of these cases feeble-mindedness is directly inherited, and that the only way to prevent a vast increase in their numbers is to prevent them from mating. This demands a large number of custodial institutions. But such increased accommodation, owing to a lack of sufficiently wide publicity given to the problem, has been of very slow development.

Special classes have been established in many public schools for backward children. Many, however, contain only those who are feeble-minded.

While great advancement has undoubtedly taken place, it is probable that even in the states where the largest number are cared for, hardly twelve per cent. of those who need institutional care are getting it. So that the great burden of work is falling upon a few institutions—and these well deserve all the support and publicity that we can give them.

A striking example of what can be done with the soil around Millville, under intelligent cultivation with irrigation, is furnished by the farm of the New Jersey Training School. From one and three-quarter acres of alfalfa four cuttings were made in the season of 1912. No figures were furnished as to the first and third cuttings, as there was ample rainfall to develop the crop, but under irrigation the second



"Pigs Is Pigs"

cutting yielded 5250 pounds of cured hay and the fourth cutting 3300 pounds. The same year thirty-six rows of Green Mountain potatoes under irrigation yielded $291\frac{1}{2}$ bushels of prime potatoes, while an adjoining lot of the same size without irrigation produced 1326-10 bushels. In 1913 one plot of one acre produced 4830 pounds of alfalfa, with irrigation, while the adjoining acre yielded 1490 pounds under natural conditions. In 1914 string beans yielded 316 baskets per acre with irrigation to help them, while 230 baskets were taken from an acre of unirrigated land.

Irrigation is not a necessity to produce a crop, but with it the results are assured, larger yields can be secured and several crops can be taken from the same piece of land.



A Prize Milker—New Jersey Training School

AGRICULTURE



ITH the best markets of the country—New York, Philadelphia and the great seashore resorts close at hand and easily reached by fast freight trains, there is no better location anywhere for the farmer than the country adjacent to Millville. The soil is light, easily tilled and susceptible to a high state of cultivation. By the addition of irrigation to a splendid climate, three crops a year from the same piece of land is readily obtainable. Many of the farmers of this section are very prosperous and the success achieved by these men can be duplicated anywhere in this locality by the exercise of intelligence, energy and perseverance.



Plowing in February

A striking example of what can be done with land here, without resort to irrigation, is supplied by Mr. Jeremiah Chambers: Four years ago Mr. Chambers planted one acre of land with early tomatoes which yielded \$300. The following year he increased the acreage by one-fourth, but loss of plants left him about the same number as the previous year. The returns were \$400. The third year he planted the same piece of ground in lima beans from which he received \$200 and from one acre and seventy square rods adjoining, planted in tomatoes, the returns were \$576. A fine example of intensive farming.

The results of irrigation are strikingly shown by Mr. Bert Keen, another prosperous farmer, whose motto is to farm land on both sides. From a farm of thirty-five acres Mr. Keen has come down to five acres, all of which is under irrigation. He gets his water from nine artesian wells and the irrigation plant costs about \$1500 and is operated from fifteen to eighteen hours a day at an expense of less than fifty cents.



1—Before
3—After

2—Picking Peppers
4—Seed Peppers

The plant paid for itself in one year and left a good income besides. From an acre an early crop of radishes and beets was raised. This was followed by white potatoes and these in turn by lettuce, the latter yielding \$1200. A pretty good year's record for one acre of land. From another acre three crops of peas, tomatoes and late potatoes were harvested, the tomatoes alone yielding \$187. A third acre of peppers—6700 hills—realized four cents per hill or \$268.

Mr. Keen says the yield from land under irrigation was double that of unirrigated land, and the prices obtained for the products much better.

AGRICULTURAL INFORMATION



HERE are acres and acres of undeveloped land of good virgin worth that can be purchased at \$10.00 an acre. There are acres more that have been cleared and from this up to the farms of high fertility ranging in price according to one's desires and requirements. Probably in no other section can farm land be purchased at a more reasonable figure with the best markets of the largest cities of the United States available.

MALAGA PIKE

State road, excellent highway up to Camden. Nature of soil—gravel loam well drained; suitable for strawberries, small fruit and truck. Ideal location for small farms and home seekers.

BEAVER DAM ROAD

Running west to north; soil fairly heavy; in course of development by an independent company. More than sixty small farms were cleared last year; a large number of homes have been erected in this section.

MILLVILLE PIKE

Principal highway between Millville and Bridgeton, the county seat of Cumberland county; has excellent trolley system for ten miles, connecting a population of 30,000. The soil is excellent and well drained and suited to general farming, particularly poultry and fruit; an ideal location for small home seekers. In the year 1913 there was a large canning house erected on this road and it has been a direct benefit to the farmers in this section. City water is supplied for some distance and will be extended as demand increases for extensions.

FAIRTON ROAD

Running west by southwest from the city of Millville. Excellent farming country, suitable for dairies. New road built through this section last year. Soil loamy with a clay bottom; excellent grass country; ideal location for expert dairymen; ready market for products within driving distance. Millville has two power ice cream factories which supply ice cream for seashore trade. These factories have been forced to get their supply from other sections of the country, showing that there is always an increasing demand for dairy products.



1—A Field of Red Skin Potatoes
3—Peaches, Have One?

2—Winter Tomatoes Under Glass
4—Sooy Beans



Pioneer's Corn on New Ground

CEDARVILLE ROAD

Excellent road to the Delaware Bay. Nature of soil—loamy on clay bottom, especially adapted to market gardeners; strawberries, peppers and good tomato country; excellent opportunities for disposing of produce, as Cedarville has two canning factories that can vegetables of all kinds.

DIVIDING CREEK ROAD

Excellent land, country adjacent undeveloped, mostly timber land.

MAURICETOWN ROAD

Excellent road; soil especially adapted to watermelons, cantaloupes, tomatoes, cucumbers and sweet potatoes; excellent corn, fruit and berry country, also meadow land of great fertility. Mauricetown affords one of the best wholesale markets for vegetables in New Jersey, produce being sent via water to large cities; excellent locality for small farms, also choice building sites as this is one of Millville's main roads.

PORT ELIZABETH ROAD

A state road running through Millville from Camden to Cape May; soil excellent for dairying; the reclaimed meadow land along this road produces an abundance of hay and celery. This section at the present time furnishes the greater part of the milk supply for Millville.

CUMBERLAND ROAD

A direct road from Millville to Ocean City; soil—light, especially adapted to grapes, fruit, asparagus and potatoes; the two Berryman streams afford an excellent location for water fowls and the bee industry. This section contains several thousand acres and is destined to become a grape and peach country of great note. Doughty road, Hance's bridge road and Leaming's mill road are all excellent localities for small poultry and fruit farms for people with limited means. This section of Millville is adjacent to Landis Township where small farms are bringing record-breaking prices for the poultry industry.



Where Luscious Strawberries are Grown



A Modern Hay Barn; Capacity, 100 Tons

MILLVILLE POULTRY FARMS



THE lighter or sandy soils of New Jersey furnish ideal natural conditions for the poultry business. Porous, always clean, soon dry after rain, with a climate, in the southern part of the state especially, comparatively mild, and fine markets, no better location exists; and the business is large and growing. Systematized chicken raising and egg producing have been given a great deal of attention in recent years, and thousands of people have taken them up on a small scale with varied results, most of them eventually coming to the conclusion that the trouble is greater than is warranted by the income. But when scientifically handled the raising of chickens and egg production for the market can be made a success, as has been proved most satisfactorily on the lands in and near Millville. One of the largest farms in the country is located here and is one which might well serve as a model, for it has been equipped in a way that only long experience and ample capital could afford.



New Development in the Poultry Belt

Those engaged in this enterprise confine themselves almost entirely to raising single comb white leghorns, it being believed by many that this fine breed of fowls are the best for laying purposes. The eggs produced also find a more ready sale at higher prices in the New York markets, where most of the product of the farms is shipped. It is a singular, as well as interesting fact, that in New York only white shelled eggs, which also have light yolks, bring good prices, while in Philadelphia dark eggs are the favorites. The eggs of the leghorn are a pure white, and the immense product of the Millville poultry farms finds its way to the tables of the greatest epicures of Gotham, and its high class hotels.



A Poultry Plant



Fruit—Fresh Eggs—Pure Milk—Good Health

COME TO MILLVILLE



AVE you seen Millville? Have you heard of Millville? Do you know about Millville? Millville is situated on the West Jersey Railroad, at the head of navigation, on the Maurice River, seventy-five minutes from Philadelphia and less than four hours from New York. Millville is within one hour of Atlantic City, Wildwood, Cape May and Ocean City, the great South Jersey seashore resorts. Millville enjoys hourly train service to Philadelphia.

Millville enjoys a climate unsurpassed for equitableness in the eastern or middle states.

Millville is situated in the heart of the finest fruit and trucking section of New Jersey, every fruit and vegetable growing in profusion.

Millville's educational facilities are of the best.

Millville has an abundance of pure water, but no saloons.

A public library of high standard, a beautiful lake, pretty park, excellent roads to the surrounding country, and cheap rents and other attractions offered homes seekers.

Millville is strong industrially. Considering its population, it is one of the most important centers of manufacture in the State of New Jersey. Its industries give employment to about 4000 people and turn out some of the finest products in their line produced in the United States. The payroll of these industries exceeds \$2,000,000 annually and this large sum is brought from the outside world as almost the entire output of Millville's factories is shipped beyond the confines of the city.



A Skinner's Orchard Irrigation System

The HF Group

Indiana Plant

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1/19/2007

